

# WHAT MANUFACTURING REALLY LOOKS LIKE

★ Celebrating Manufacturing Day ★

## MANUFACTURING ENABLES OUR EVERYDAY LIVES\*



\*Representatives from Manufacturing Day

## AND IT DRIVES OUR ECONOMY

12%  
**GDP**

Manufacturing comprises nearly 12% of our GDP



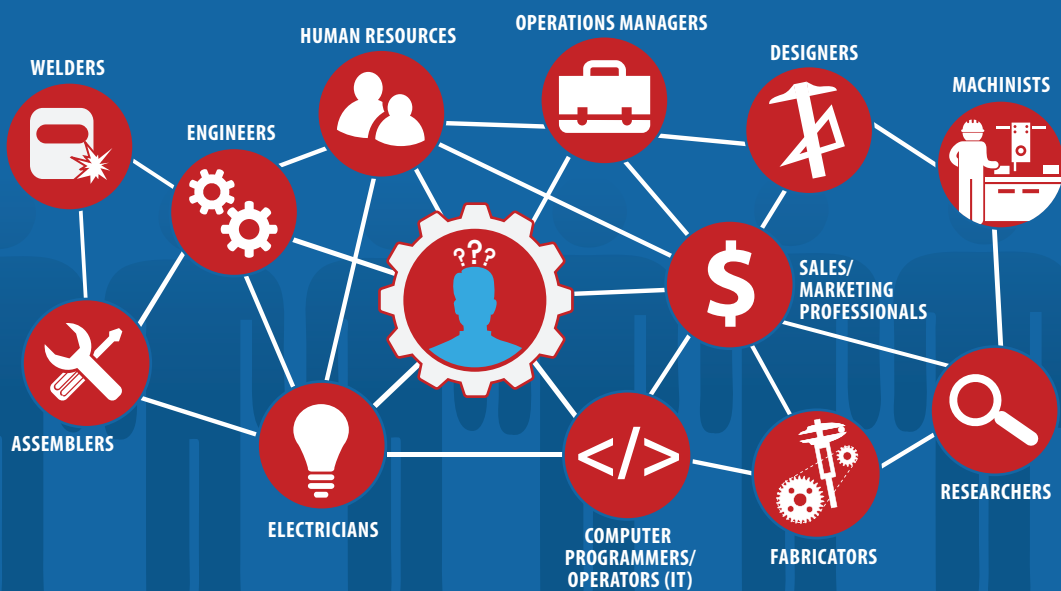
U.S. Manufacturing is the ninth largest economy in the world

Manufacturing supports more than  
**17.6 MILLION**  
U.S. Jobs

**\$1.00 = \$1.37**

\$1.00 spent in manufacturing creates \$1.37 for the U.S. economy

## MANUFACTURING OFFERS DIVERSE CAREER OPPORTUNITIES



## Manufacturing Pays

Nearly  
**\$60k**

Annual average salary of entry-level manufacturing engineers

And

More than  
**\$77k**

Annual average salary of manufacturing workers in the U.S.

## MANUFACTURING DAY: CELEBRATING THE BACKBONE OF AMERICA



### The first Friday of October marks Manufacturing Day.

The movement seeks to improve public perception of manufacturing careers and expand understanding of its value to the U.S. economy. Manufacturers open their doors to educate the public through open house tours and events.



## AMERICA NOTICED: 2014 MFG DAY RESULTS

**1,679**

Events held across 50 states plus 3 Canadian Provinces and Puerto Rico

**400,000+** Total Attendees



**80 million:**

Learned about Manufacturing Day through Discovery Communication's Science Channel and "How It's Made"



**1<sup>st</sup>** Open House attended by President Barack Obama.



**22**

Penske Racing No. 22 Shell-Pennzoil Ford Fusion race car deck lid featured the Manufacturing Day logo at NASCAR® Sprint Cup



**+Thousands:**

6,000 News articles published Reached 30 Million people in 6 months and 7.3 Million radio listeners #MFGDay trended on Facebook & Twitter



**1<sup>st</sup>**

The first ever Presidential Proclamation recognizing National Manufacturing Day was issued.



CO-PRODUCERS:



GUEST PRODUCER:



MEDIA PARTNERS:



MOVIE PARTNER:



MEP • MANUFACTURING  
EXTENSION PARTNERSHIP

Updated April 2015 • References: National Institute of Standards and Technology, National Association of Manufacturers, The Manufacturing Institute, National Science Foundation, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis

**NIST**  
National Institute of  
Standards and Technology  
U.S. Department of Commerce